

*Is this a new firm?*

No. Not legally and not internally. Same great people. Same great discipline. Same great approach to success. It is still about the client experience, the work-life balance of our team and the role we play within the community.

*What does it mean to me?*

Hopefully something we can't really describe. We want this to give you a sense of pride, a sense of commonality and a sense of purpose. We are confident that this will give all of us a rallying point, an emotion with which to do our jobs better. We want this to help us all understand our place in the market, the community and among each other, as well as the crucial role we play for our clients.

*What does this mean to our clients?*

What our clients told us they love about us is our personal attention, our clear passion for their success, our honesty and integrity, our independence and our savvy. None of that changes. If anything, it will help us be better at all of those things. We now have a clear position to defend, one that does not feel like everyone else. It's liberating. And it will allow us to truly focus on being a pivotal presence for our clients.

*What's changing?*

From the perspective of how we handle our business, manage our relationships and recruit great talent, nothing at all. We have always taken the approach of being pivotal to our clients. In fact, we started this firm precisely because every CPA firm seemed the same in this market, and no one in this market focused on combined national-level expertise with in-depth local knowledge. So we will continue to be the same great firm our clients have gotten to know.

*Then why change the name?*

It's partially about positioning ourselves so that prospects and clients better understand what we do and the value we deliver. And, of course, it's partly about growth, about separating ourselves from the herd. So we made a strategic decision to focus our brand on being pivotal to our clients, communicating what we do and integrating into our internal and external culture.

*So this is really about marketing?*

It's more about defining our approach and telling people about that definition. It's about how we look at ourselves in the mirror and how we define our ability to provide leadership, insight, advice and services. It's really about sharpening our mindset so we can sharpen our skill set.

*How will we communicate this?*

Most immediately, we will be sending a similar email to our clients and Friends of the Firm. We will launch the change in the December 2 issue of the Jacksonville Business Journal. We will issue a press release on Monday and ads will begin appearing in the Florida Times Union, the JBJ's website and on WJCT-FM. Our website will also reflect the change starting on 12/2/2016. MediaShare has been retained to continue the marketing efforts of PIVOT, and we will share those plans once completed.

*Will we still be aligned with BDO?*

Yes. BDO is an incredible resource for us. It provides with research tools, access to markets and products that are important to us and to our clients.